

1 of 6

Rep Firm	
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone#	215-568-6540
Salesperson FAX#	215-568-1845

$$SC = *$$

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M-TU	6A-7A	NEWS	:30	\$700.00	11/05-11/06	4	1	4	\$2,800.00	
		Buyline Comment: NEWS										
	2	F	6A-7A	NEWS	:30	\$700.00	11/02-11/02	1	1	1	\$700.00	
		Buyline Comment: NEWS										
	3	W-TH	6A-7A	NEWS	:30	\$700.00	10/31-11/01	4	1	4	\$2,800.00	
		Buyline Comment: NEWS										
	4	W-F	7A-9A	NEWS	:30	\$900.00	10/31-11/02	6	1	6	\$5,400.00	
		Buyline Comment: TODAY										
	5	M-TU	7A-9A	NEWS	:30	\$900.00	11/05-11/06	4	1	4	\$3,600.00	
		Buyline Comment: TODAY										
	6	M-TU	9A-10A	NEWS	:30	\$425.00	11/05-11/06	4	1	4	\$1,700.00	
		Buyline Comment: TODAY										
	7	W-F	9A-10A	NEWS	:30	\$425.00	10/31-11/02	3	1	3	\$1,275.00	
		Buyline Comment: TODAY										
	8	W-F	10A-11A	NEWS	:30	\$325.00	10/31-11/02	3	1	3	\$975.00	
		Buyline Comment: TODAY										
	9	M-TU	10A-11A	NEWS	:30	\$325.00	11/05-11/06	4	1	4	\$1,300.00	
		Buyline Comment: TODAY										
	10	M-TU	11A-12P	NEWS	:30	\$325.00	11/05-11/06	4	1	4	\$1,300.00	
		Buyline Comment: RR										

Station KSNV-TV LAS VEGAS, NV.
 Advertiser () NRSC
 Product NRSC 2012
 Estimate# JESSICA MURRAY
 Buyer JESSICA MURRAY
 Phone#
 Fax#
 Agency () STRATEGIC MEDIA SVCS
 3299 K STREET NW SUITE #200
 WASHINGTON, DC 20007
 Agency C/P1/P2/E
 Flight Dates 10/31/2012 - 11/06/2012
 Hiatus Weeks
 Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	W-F	11A-12P	RR	:30	\$325.00	10/31-11/02	6	1	6	\$1,950.00	
				Buyline Comment: RR								
	12	W-F	12P-1230P	NEWS	:30	\$425.00	10/31-11/02	6	1	6	\$2,550.00	
				Buyline Comment: NEWS								
	13	M	12P-1230P	NEWS	:30	\$425.00	11/05-11/05	2	1	2	\$850.00	
				Buyline Comment: NEWS								
	14	M	1230P-1P	AGENDAY	:30	\$325.00	11/05-11/05	1	1	1	\$325.00	
				Buyline Comment: AGENDAY								
	15	W-F	1230P-1P	AGENDA	:30	\$325.00	10/31-11/02	3	1	3	\$975.00	
				Buyline Comment: AGENDA								
	16	W-F	2P-3P	DRS	:30	\$325.00	10/31-11/02	2	1	2	\$650.00	
				Buyline Comment: DRS								
	17	TH	2P-3P	DRS	:30	\$325.00	11/01-11/01	2	1	2	\$650.00	
				Buyline Comment: DRS								
	18	M	2P-3P	DRS	:30	\$325.00	11/05-11/05	2	1	2	\$650.00	
				Buyline Comment: DRS								
	19	M	3P-4P	PHIL	:30	\$450.00	11/05-11/05	2	1	2	\$900.00	
				Buyline Comment: PHIL								
	20	W-F	3P-4P	PHIL	:30	\$450.00	10/31-11/02	6	1	6	\$2,700.00	
				Buyline Comment: PHIL								
	21	W-F	4P-430P	NEWS	:30	\$700.00	10/31-11/02	3	1	3	\$2,100.00	
				Buyline Comment: NEWS								

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Rep Firm	
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone#	215-568-6540
Salesperson FAX#	215-568-1845

LN	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
22	M		4P-430P		:30	\$700.00	11/05-11/05	1	1	1	\$700.00	
				Buyline Comment: NEWS								
23	M		430P-5P		:30	\$700.00	11/05-11/05	1	1	1	\$700.00	
				Buyline Comment: NEWS								
24	W-F		430P-5P		:30	\$700.00	10/31-11/02	3	1	3	\$2,100.00	
				Buyline Comment: NEWS								
25	W-F		5P-630P		:30	\$1,100.00	10/31-11/02	3	1	3	\$3,300.00	
				Buyline Comment: NEWS								
26	M		5P-630P		:30	\$1,100.00	11/05-11/05	1	1	1	\$1,100.00	
				Buyline Comment: NEWS								
27	M		7P-730P		:30	\$1,200.00	11/05-11/05	1	1	1	\$1,200.00	
				Buyline Comment: JEP								
28	W-F		7P-730P		:30	\$1,200.00	10/31-11/02	3	1	3	\$3,600.00	
				Buyline Comment: JEP								
29	W-F		730P-8P		:30	\$1,200.00	10/31-11/02	3	1	3	\$3,600.00	
				Buyline Comment: WHEEL								
30	M		730P-8P		:30	\$1,200.00	11/05-11/05	1	1	1	\$1,200.00	
				Buyline Comment: WHEEL								
31	M		11P-1135P		:30	\$1,100.00	11/05-11/05	1	1	1	\$1,100.00	
				Buyline Comment: NEWS								
32	W-F		11P-1135P		:30	\$1,100.00	10/31-11/02	3	1	3	\$3,300.00	
				Buyline Comment: NEWS								

Station KSNV-TV LAS VEGAS, NV. Agency () STRATEGIC MEDIA SVCS Rep Firm () PHILADELPHIA
 Advertiser () NRSC 3299 K STREET NW SUITE #200 Sales Office () AMY MCCREARY
 Product NRSC 2012 WASHINGTON, DC 20007 Salesperson ()
 Estimate# JESSICA MURRAY Agency C/P1/P2/E 10/31/2012 - 11/06/2012 Salesperson Phone# 215-568-6540
 Buyer Phone# Hiatus Weeks Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	44	SA	1130P-1A	SNL	:30	\$1,400.00	11/03-11/03	1	1	1	\$1,400.00	
	Buyline Comment: SNL											
	45	SU	6A-7A	NEWS	:30	\$350.00	11/04-11/04	1	1	1	\$350.00	
	Buyline Comment: NEWS											
	46	SU	7A-8A	SUN TODAY	:30	\$500.00	11/04-11/04	1	1	1	\$500.00	
	Buyline Comment: SUN TODAY											
	47	SU	8A-9A	MTP	:30	\$1,300.00	11/04-11/04	1	1	1	\$1,300.00	
	Buyline Comment: MTP											
	48	SU	9A-930A	NEWS	:30	\$500.00	11/04-11/04	1	1	1	\$500.00	
	Buyline Comment: NEWS											
	49	SU	930A-10A	CHRIS	:30	\$500.00	11/04-11/04	1	1	1	\$500.00	
	Buyline Comment: CHRIS											
	50	SU	530P-830P	SNF	:30	\$6,500.00	11/04-11/04	1	1	1	\$6,500.00	
	Buyline Comment: SNF											
	51	SU	830P-930P	NEWS AFTER GAME	:30	\$1,100.00	11/04-11/04	1	1	1	\$1,100.00	
	Buyline Comment: NEWS AFTER GAME											
	52	SU	11P-1135P	NEWS	:30	\$1,000.00	11/04-11/04	1	1	1	\$1,000.00	
	Buyline Comment: NEWS											

---REPORT TOTALS---
 Report Totals: 116 / \$80,675.00

---SALES MONTHLY TOTALS---

Station KSNV-TV LAS VEGAS, NV.
 Advertiser () NRSC
 Product NRSC 2012
 Estimate#
 Buyer JESSICA MURRAY
 Phone#
 Fax#
 Nov 12: 116 / \$80,675.00
 Sales Totals: 116 / \$80,675.00
 Station Totals: 116 / \$80,675.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

Agency () STRATEGIC MEDIA SVCS
 3299 K STREET NW SUITE #200
 WASHINGTON, DC 20007
 Agency C/P1/P2/E
 Flight Dates 10/31/2012 - 11/06/2012
 Hiatus Weeks

Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

Nov 12: 116 / \$80,675.00
 Sales Totals: 116 / \$80,675.00
 Station Totals: 116 / \$80,675.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$260,242	CAIV 0%	KELR 0%	KINC 0%	KLAS 31%	KSNV 31%
		KTUV 17%	KTUD 1%	KVCW 1%	KVMY 2%	KVVU 17%
		XXXX 0%				

---COMPETITIVE COMMENTS---

NEW ORDER
 EST SHARES

Books NOV12
 Demos RA35+

--- CREDIT RISK ---
 CASH IN ADVANCE